

B.Com. (ISM) DEGREE EXAMINATION, NOVEMBER 2018
II Year III Semester
Core Major- Paper VI
MARKETING MANAGEMENT

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define marketing.
2. What do you mean by demarketing?
3. Explain 'odd pricing'.
4. What is brand?
5. Define market segmentation.
6. What is meant by undifferentiated market?
7. What is creative salesmanship?
8. Give any two objectives of advertising.
9. Who are middlemen?
10. What is social media marketing?
11. What is Hire Purchase?
12. Write a short note on AIDA concept.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Explain the components of marketing mix.
14. Explain the various external factors affecting the pricing decisions.
15. What is Buyers behaviour? State the various factors affecting Buyers Behaviour.
16. What are the different kinds of outdoor advertising?
17. Explain the functions of package.
18. Distinguish between Marketing and Selling.
19. What are the criteria for market segmentation?

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. What do you mean by marketing? Briefly explain the functions of marketing.

21. Explain the various stages of New Product Development.
22. Discuss the qualities necessary for a good advertisement copy.
23. 'Middlemen cannot be eliminated' – Do you agree with this statement? Give the arguments for and against the elimination of middlemen.

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